Encouraging buyer feedback sets the tone

Garden & Outdoors, Lamps & Lighting, Housewares, Decoratives, Furniture, Fashion Jewellery & Accessories, Home Textiles, Wellness & Incense sections enthrall many visitors

IHGF Delhi Fair’s day 2 and 3 saw energetic field days with new contacts made and old ones renewed, product lines from new suppliers and innovations from regular vendors considered, some orders made, some noted for finalizing later and plenty of interactions, learning and observations.

Buyers have evidently liked the increase in exhibitors with the additional new halls at the Expo Centre. Happy with the large size fair and seamless layout with big spaces categorizing major product segments, this edition is proving to be a refreshing and welcome change for many regular patrons of IHGF. The artisan products too are taken note of. Some buyers who are visiting after a considerable gap are surprised at the 360° change their good old Indian Handicrafts & Gifts Fair has gone through. The result is “just magnificent”. Buyers are finding it easier to find products and exhibitors of their choice and are hence saving on time and energy. IHGF Delhi Fair - Autumn 2015 has truly surpassed its predecessors and has become a world class show which can compete with any show anywhere in the world, echo many visitors. Although some buyers are still nostalgic about the earlier format, for most, coming to IHGF Delhi Fair 2015 has been as pleasant an experience as their long and continued association with EPCH. Many buyers have emphasized on the practicability and rightly timed e-mailers and e-communications from EPCH as well as social media updates that helped them know a lot about the fair, much before it actually started.

Variety and quality of products have been appreciated by “very impressed” buyers who feel even their regular suppliers are “quite geared up” and “more ready”. Some buyers are so overwhelmed by products beyond their periphery that they are thinking of broad-basing their sourcing from India.

Some of the first time visitors were “taken aback” with the kind of creativity Indian manufacturers have to offer. While contemporary feel and looks are welcome, Indian handcrafting skills and painstakingly done intricate workmanship will route in the connoisseur to India. It will always be in fashion.

Knowledge seminars being organized are used by many participants as they send their personnel or attend themselves to gather updates and information on subjects integral to their business.

The culturals planned at the show with regional dances and musical performances have been heartily accepted. Many feel, it relaxes the mind and breaks the monotony, while some have said such national representations of culture & heritage is not to be seen in any other international trade show, hence counts as a very unique feature. Some feel, it familiarizes them with the Indian background as they take a quick snack or drink break.
A delegation of buyers from China, seeing a presentation on EPCH and IEML by Mr. Rakesh Kumar, Chairman, IEML and Executive Director, EPCH.

Pier1 Imports well represented at IHGF Delhi Fair with Mr. Alex Smith, CEO (second from right) and team - seen here with Mr. Rajesh Kumar Jain, Vice Chairman, EPCH.

An all ladies buyer group from Israel having a fruitful visit at IHGF Delhi Fair - Autumn 2015.

Our Guests on day 3

HE Ambassador of Philippines to India, Mrs. Maria Teresita C. Daza, being greeted by Mr. Rakesh Kumar, Chairman, IEML and Executive Director, EPCH.

Jodhpur Craft..the best, or the very best!

Visit craftpersons of Jodhpur at IHGF Delhi Fair - Autumn 2015*
Craftpersons from Jodhpur display craft & enjoy buyer attention

10 craftsmen from Jodhpur got the opportunity to exhibit their craft to an international audience at IHGF Delhi Fair Autumn 2015, under the Comprehensive Handicrafts Cluster Development Scheme for the Jodhpur mega cluster. We met a few of them and found them elated at the prospects of getting direct orders and the learnings from interacting with overseas buyers. Jodhpur cluster presents numerous varieties of handicrafts in this fair including wood, iron, embroidery, leather, horn, bone and 'aari-tari' (work with wire), stonework, etc.

Rajendra Gallore was one of the artisans in this cluster. His small business in Jodhpur is run by the name called Sri Home Décor. He deals with different types of leather and canvas nesting stools and sofas. This being his first time, he seemed bit nervous but that did not overshadow his enthusiasm to expand his business. He displayed few of his best samples of sofas and stools. He said some buyers took keen interest in the design. He has attended few fairs but considers IHGF to be one of the best and is quite keen to learn more business techniques in the fair.

Keval Ram runs an NGO called Gramin Vikas Evam Chetna Sansthan which aims to empower women artisans through their handicrafts. These artisans live in a place called Barmer which is near the Indo-Pak border. This NGO offers products like curtains, bedcovers, cushion covers, stoles and suits using various techniques like applique, embroidery, patchwork and kanthawork.

Jakir Hussain is a National awardee craftsman. He deals with horn and bone craftwork. Small pieces of camel bones are joined to form blocks which are later carved into different shapes to tune into home decoratives. The work requires precision and skill.

Makhna Ram works from home. He runs his family business of cushion covers and bed sheets. Women of the house indulge in the artwork while the men collect raw materials and deal with the customers.

Prema Ram runs a leather accessories business. He deals with different kinds of products which are made from goat leather. The embroidery on the leather is performed by the women while stitching and assembling is done by the men. Vegetable oil gives a shine to the bags and retains the antique look. He also supplies his products to Jaisalmer based traders.

Mohan Lal Gurjar is a National Merit Certificate Holder who deals in various types of traditional Rajasthani footwear - 'juttis'. His mother is a National Award winner. Their work and preservation style is all traditional. They design according to the customer demand and have already designed almost 18 different types of jutti. 'Mojari' is one of their specialized leather craft.

Vala Ram Suthar proudly illustrated his fine artwork in wood carving. He makes statues and idols of different sizes. Wood idols are sometimes decorated with metal like silver or brass. The instruments used for carving are also handmade. He carves Indian religious figurines and furniture items like tables and chairs.

Cluster Promotion in Focus at IHGF Delhi Fair - Autumn 2015

To encourage craftpersons and participants from Mega Clusters of Jodhpur and Narsapur, Mr. Rakesh Kumar, Executive Director, EPCH and Director, Mega Cluster Mission, interacted with them and lifted their confidence for ably dealing with overseas buyers. He and Mr. R.K. Verma, Director, EPCH also took their feedback and queries.
5.5 million, and subsequently, it is named as the largest hub of small other parts of China. He explained, the markets themselves tally around 1 million population, with 740,000 having registered houses and rest from...preferential policies for Indian traders which can be taken advantage of. He also mentioned that Yiwu management has...importers has been living in China for the last 25 years and in YIWU since 12 years...on what medium or orientation best suits his/her business. While adopting any of these mediums to enter into the online space, one must...seen right); Mr. D Kumar, Chairman, EPCH and Mr. Vijay Shanker Goel, President, Reception Committee, IHGF Delhi Fair-Autumn 2015. Mr. Pradip Shetty, an Indian businessman, who...Mr. Wang Bi Rong exclaimed, “Yiwu has become a converge point- a route of initiative.” To show the growing demand for foreign products, he shared that 450, 000 Chinese people on Chinese national day, were purchasing foreign products. There has been a consistent support from the Chinese government with regard to...by 2 days. In fact, 18,000-20,000 containers are easily cleared by 2 days. In fact, 18,000-20,000 containers are...exports have already been delivered to overseas. 13,000 have been slated for purchasing in Yiwu itself, and in 2014, 23.71 billion US $ shows a considerable 23% increase. The economic relations between Yiwu and India are getting better, with trade value positioned at 1.09 billion US $. But comparatively, the number of imports is smaller in number. Imports have been positioned at 7.82 million US $. Yiwu has trade relations with almost every trade corner of the world. As an international level of port, and with over 80 high-speed trains and new airports, Yiwu offers easy custom clearance, which cooperates with Shanghai’s customs. A comprehensive e-commerce platform has been established in recent years and it has registered itself with eBay, Alibaba and Amazon with a growing count of 2,40,000. There is an international governed public service, an international service trade centre, and it has the authorization for foreigners’ visas. Many have initiated their businesses from this city itself. An emergent direct line is being built between Yiwu and Europe passing through France and Russia, covering a distance of 13,052 km- the longest route in China. With an emphasis on bilateral trade and even greater transportation, that strengthens the trade between India and China day-by-day, Mr. Wang Bi Rong exclaimed, “Yiwu has become a convergent point- a route of initiative.” To show the growing demand for foreign products, he shared that 450, 000 Chinese people on Chinese national day, were purchasing foreign products. There has been a consistent support from the Chinese government with regard to...for imports, as is indicated by the lowering of its tariffs by a whopping 50% and the Chinese President himself stating that by the next 5 years, imports will grow up to 10 billion US$. Mr. D Kumar, Chairman, EPCH, informed the audience that Yiwu China, can be an easy workspace, coupled with the fact that all customs are easily cleared by 2 days. In fact, 18,000-20,000 containers are exported in just one day. Mr. Pradip Shetty, an Indian businessman, who has been living in China for the last 25 years and in YIWU since 12 years shared that there is a huge potential to be tapped through a Yiwu EPCH connection. In his presentation, Dr. P. Vigneswara Ilavarasan, Dept. of Mgmt. Studies, IIT Delhi, spoke on the indispensability of online presence as there has been a notable increase in mobile internet usage in businesses. With a growing linkage between online portals and print media, the relevance of mobile internet is growing. This is evident with the Big Billion Day sale by Flipkart. With such level of presence of such a wide audience on social media it becomes important to understand how to increase one’s presence and sales by utilizing the social media platforms. Dr. Ilavarasan advised exporters to adopt a three step approach for better visibility and customer interaction on social media. They could initiate online presence through various platforms available and could decide on what medium or orientation best suits his/her business. While adopting any of these mediums to enter into the online space, one must provide all information about one’s business like product information, payment options, and company details and should also keep the medium open for customer interaction so that queries or concerns may be posted and get addressed on a daily basis.
Sign of MoU between World Trade Center India Services Council and Export Promotion Council for Handicrafts

A Memorandum of Understanding was signed between World Trade Center India Services Council (WTCS) and Export Promotion Council for Handicrafts (EPCH) on 15th October, 2015 at the India Expo Centre & Mart. It was signed by Ms. Khair Ull Nisa, Director (India Head) - WTC Service and Mr. Dinesh Kumar, Chairman, EPCH. WTC is present in 330 cities in 100 different countries of the world. World Trade Center India Services Council is present in India through brand name ‘Verbind’. WTCS stimulates trade and investment opportunities in India by serving as an ‘international ecosystem’ of global connections, iconic properties & trade infrastructure and integrated trade services under the umbrella of a prestigious brand. The understanding would facilitate match-making, mergers & acquisitions and new technologies as well as lead to more avenues for new entrepreneurs as well.

Increase in Exports through Effective Use of Digital Medium

It is an information age and social media platform like Twitter, Facebook, Pinterest, Google+, YouTube are being used as marketing ‘tools’ to communicate with customers. In his presentation, Mr. Manuj Bajaj, CEO, GreyBox Technologies, explained about how to digital media to enhance business and build relationships. Whether you are promoting your company, your personal business or a local event, it pays to understand the value of digital marketing. This presentation was aimed at offering a better understanding of various benefits of digital marketing, including communication, collaboration, multi-media tools as well as insight into the low cost and high yield associated with digital marketing.

So, how does one decide what one platform should an individual be focusing on? How to identify the potential customers? Dr. Ilavarasan said, on a trivial note, one should see that Facebook is still a male-dominated platform, while Pinterest is a female-dominated one. So, for this point, in regards to Snapchat, when one has to create new content for this platform; one has to consider what the interests of potential customers are, their respective age group- so one can raise the probability of success. There has to be a clear differentiation between various classes of goods, such as high-end and low-end furniture in the case of furniture; updating of new releases and contact details. To ensure a good customer down the line, one has to engage them in supplier conversations, i.e, an ongoing positive follow-up to ensure continuous communication. As a result, positive word travels from word-to-mouth, to potentially other customers. The presence of someone to reciprocate the feelings of the community and a common link to all of the availed social media platform profiles should be present. There should be a provision of a space, where the customers can share their info, regarding their user experience on online portals; a redirecting portal model, e.g. LinkedIn- Facebook- LinkedIn. Adequate information should be provided, ensuring smooth transition across portals, for multiplier effect in sales. One has to meet unmet social needs. One has to just see whether she/he can bring the unmet social needs to notice, on online portals. That is supposedly the main functionality as consistent and continuous interaction, with a constant engagement is crucial. Shooehorning other products in the background, while selling other products, is a great way of product placement. As the viewer locates multiple things, it is known that not many people would like it, but what matters is it actually came to the viewer's notice. This is Recall Value. After selling a product, one has to ensure that there is a continuance of business engagement. This can be done with a simple portal with use of Facebook and multiple social media platforms like Pinterest and Instagram that are gaining popularity now, and ensure that the same content does not appear across all platforms. To maintain audience interest, one needs to customize one's content but make it interesting.
One thing a seller needs to understand is the seasonality of business—periodic rise and fall of demand, so as to pinpoint valid data, make efficient stocks and deals, use the Keyword Planner tool because "one has to give people exactly what they want". With an in-depth content on one's own website, a smooth working of online review forms or feedback, one can ensure better online service, so as to satiate the buyer and his doubts. This is where small to medium sized businesses miss out on big deals, since most of them don’t check on their feed regularly.

With other tools, like SEO and Ad words, Mr. Bajaj demonstrated an efficient way to redirect traffic to one’s portal in a matter of few hours. He added that there are multiple strategies for efficient businesses but there is no hard and fast rule. It all comes down to how much investment one can make and how determined he is.

**Retail Export – Flourishing wave of internet-enabled trade by eBay India**

India is a nation of diverse cultures and regions that contribute to the country in unique ways. Savvy entrepreneurs have identified and leveraged these core strengths in terms of handicrafts, Indian products for exports to global markets. So, how are new technologies revolutionizing the way people buy and sell leading to Internet-enabled trade in unprecedented ways? eBay India team in its presentation, spoke about its goals that was to help entrepreneurs and msmes in the country, reach out to buyers across the globe. Referring to its presence in the states, this leads onto varying degrees of empathy in different cultures. In the East, if the seller favors one over the other, it portrays the varying mentalities of both the Western and the Indian people in the states. This leads onto varying degrees of empathy in diverse cultures.

**How to do Business with Buyers from USA**

There are two distinct cultures present when Indians and Americans are doing business. These cultures can work together and there is much to be gained from Indo-American business deals but unfortunately manufacturers in India often find business deals dead before they start or soon after the first deal. There are some key differences in the communication and expectations between our two cultures that will shed light on so that manufacturers can maintain customers and increase sale in America. This session focussed on understanding the business mentality of the Americans and how the wants, needs and expectations of the American customers can take your business to the next level.

Presenters were Mr. Will Fraser and Mr. Cole Brown from Velocity Consulting. Mr. Fraser has been traveling to and working in India since six years, in a wide range of fields including Accent Training, Brand Management, Market Research, and now Consulting with Velocity Consulting. Through his extensive experience with Indo-American business, he has gained the ability to help Indians transition successfully to the United States by training them in accent neutralization, soft skills and cultural acclimatization. Mr. Cole Brown has spent the past two years in India under Velocity Consulting doing sales and training in both soft skills and American accent neutralization. The object of the seminar was to guide exporters on how to retain buyers from the US and other major markets in the West. While simplifying the fact that there is no right or wrong way of attesting a cultural pattern, rather it is about understanding a cultural pattern. Four crucial aspects are:

**Fluid time vs Structured time**

In the former, the communicator expects the listener to comprehend the underlying messages in a conversation, based on additional clues, while the latter is focused on a word-to-word literal comprehension. In the West, the people are not expected to infer anything out of a conversation. For a successful deal, one ought to speak frankly and clearly. One just needs to ensure what one means and what is true to the fact. He clearly states that one shouldn’t make commitments s/he can’t make, or it will frustrate the buyer’s expectations. In a low context, one only has to make clear-cut expectations, and never rely on the context. On a side note, he says that once he was told that in India, there are 14 different ways of saying no. An American can’t possibly comprehend all of it. So, one need not fear of disappointing the buyer outright. So, even if the Indian products are well-crafted, a buyer would be so frustrated with the delays that he would not place future deals.

**Multi-tasking vs Mono-tasking workstyle**

In the former, Indians tend to believe it is fairly possible and expect the others to do the same, whereas the Western folk put all their effort behind just one task at a time. The Customer is always right vs Work is Worship

In here, he do claims that the latter means more to Indians than it does to people in the states. This leads onto varying degrees of empathy in respective cultures. In the West, if the seller favors one over the other, it would be considered dishonorable. Furthermore, he stresses that one ought to ensure by any means that the customer receives his order. If the delays are unavoidable, early apologies would be much more considerate on both sides. He wittily chips in the fact that Indians tend to think that even if a customer leaves dissatisfied, there are other customers who would come after him, whereas the Western mentality would be solely facilitating the customer’s order at hand.

The presenters also showed a clip from “a Million Dollar Arm”, which portrays the varying mentalities of both the Western and the Indian people, resulting in a supposed bad deal. So in order to avoid it, the presenters list a few points:

- Say what one means and mean what one says.
- One ought to take responsibility for what happens at the end of the deal.
- Give equal attention to all of the customers.
- Early apologies and figure out a win-win situation.
- “When the customers win…….you win”

They concluded by stressing on one point - Focus on avoiding any sort of miscommunication on both ends.
The lamps and lighting stalls at IHGF Delhi Fair are sure to capture attention with opulently designed lamp shades and lanterns in extravagant compositions and detailed ornamentation with hand embellished details. Natural stone lights to illuminate patios and pathways alongside a recycled variety to suit pastoral themes. Then, there are garden lighting like tea lights, candle holders, lanterns and hurricane lamps and lawn accessories with enchanting details. Chic beaded crystal chandeliers with elegant details alongside those with rustic finish and wall lights, scones and lamps in extensive variety spoil one for choice. Incandescent lights in a variety of sizes and colors suit various living spaces. A combination of functionality and design, enhanced with creativity, gorgeous decorative spot lights can be used just about anywhere. Marvel in the variety with crystal, metal and ceramic table and floor lamps as well as pendant lamps that continue to offer much more as manufacturers work on new ways to blend materials and craftsmanship. Several lighting fixtures and accessories add value.

A Jaipur based exporter has got along a gorgeous range of chandeliers and decorative light articles primarily made of iron and wood. They have a regular export market in US, Australia, China, Germany and other parts of Europe. They have seen a great response at the fair, particularly from French and Chinese buyers on the 2nd day. Another Moradabad based exporter has on display beautiful contemporary chandeliers using glass, brass, iron and white metal for their own unique designs. They have been exhibiting their hand-crafted products at the Fair for 15 years, now and generally export out to countries of Europe, the Gulf, Asia, and Germany.

A Delhi based tea lights and candle holder specialist has products that instantly bring out a festive cheer in the environment. Their production unit is based in Moradabad, and they work with iron majorly to make candle-holders. They export a buyer base in the US and parts of Europe, and have had several prospective clients from UK already through the first two days of IHGF. They find the competition rising in the fair, but are quite happy with the buyer response.

Our ardently efforts to make this fair equivalent to the best in the world, is met with encouraging response from buyers and exhibitors alike. A number of new countries that were previously non-participants to IHGF, have turned up this time. In addition, buyers have increased not only quantitatively but also qualitatively - number of genuine buyers have increased. This is a result of smart promotion and marketing initiatives by EPCH. Our ardently efforts have met with encouraging response
Momentum gathers with
deals & negotiations
Handloom, Silk and Sustainable Crafts from NER go multicolour!

A beautiful display of design elements anchored on trends interpreting various tendencies using common handloom, silk, cane, bamboo, etc. exemplify green design sensibilities of manufacturers from India’s North Eastern States located on the second floor, Mart area of the India Expo Centre. Lamp exclusive Zeyma from Sikkim has an illuminated stall with “fully organic” lamps made of bamboo and totola (a rare seed pod from a tree, found only at the foothill of the Himalayas). These lamps are produced in limited quantities as producers don’t want to overexploit the rare raw material. The exhibitor shares, he has 2 bamboo weavers who are trained and employed by him. This is his third time at IHGF and he finds this a beautiful platform for artisans and small producers like him to get orders and showcase their arts. He gets orders from Mexico, France and Czech Republic.

Display from a co-operative based in Kokrajhar in Assam which includes 1000 handloom artisans and about 500 handicraft artisans, offers Eri and Muga silk stoles, shawls, bed sheets, waist coat, etc. in traditional patterns. They have over 13 Emporiums in Assam. In handicrafts, they produce show pieces, sofa sets, murals, baskets, etc. They export to countries like Bhutan, Nepal, China, Vietnam, Italy, etc. Kauna products from a Manipur based exhibitor include fashion accessories and utility goods such as bags, hats, baskets, yoga mats and purses. This is a family profession since this entrepreneur’s grandfather’s generation. Another Manipur based exhibitor has put together an exotic display of handloom home textiles like curtains, dining mats, bread baskets, bags, etc. With an established buyer base in several overseas countries, they have manufacturing units and dyeing units in Manipur and Delhi NCR.

Another exhibitor, from this region and with their base in Nagaland is located in the home textiles hall at the fair. Catering primarily to the high-end market, they have a tastefully done stall with unique pieces attracting attention. Their proprietors, a mother-son professional duo share that “buyers have been pouring in.” The products carry many signature designs of the duo in home textiles and made-ups. There are bamboo wall murals and baskets in the native Naga style, a patchwork collection, some bright indigo coloured textiles and matching basketry. A unique product here is a collection in natural tea dyed Ahimsa silk (eri silk) which is indigenous to the North East. In her assessment, the wall murals are a hit with US buyers who love the earthy look of the products. The Japanese buyers form an old clientele base and this time around, too, they have been really interested in the basketry section. She has also received some buyers from Australia.

Elegance of Handmade Crochet & Lace from Narsapur

Visit Narsapur Thematic Display Area, CFB (Second Floor)

Meet us at:

14-18 October, 2015
India Expo Centre & Mart,
Greater Noida Expressway, New Delhi - NCR

Narsapur Thematic Display Area
CFB (Second Floor)*

*Participants also in Halls

EXPECT TO SOURCE

- Bed Covers & Bed Linen
- Curtains & Draperies
- Cushion & Pillow Covers
- Decorative Table Cloths
- Home Furnishings
- Lace & Embroidery Furnishings
- Linen Textiles
- Table Linen
- Textile Crafts
- Bags (Cotton)
- Lace Gifts
- Table Mats
- Toys
- Frocks
- Place Mats
- Middles
- Blouses & Tops
- Pouches
- Full Sleeve Blouses
- Table Round Mats
- Kids Wear
- Throws
- Dupattas
- Crochet Bed sheets
- Lace Puppets
- Footwear
- Apparel
- Bed Sheets & Coverlets
- Home Furnishings
- Patchwork Quilts
- Kitchenware
- Napkins
- Lamp Shades
- Scarves/Shawls/Mufflers

Development Commissioner (Handicrafts)
(Ministry of Textiles, Govt. of India)
Sponsored under the CHC25 Scheme for Narsapur Mega Cluster

Export Promotion Council for Handicrafts
EPCH House, LSC, Pocket 6 & 7, Sector C, Vasant Kunj, New Delhi-110 070
Tel: +91-11-26135256/7/8; Fax: +91-11-26135181/82; Email: mails@epch.com

Supported by: Narsapur Thematic Display Area
CFB (Second Floor)
The ramp located in Hall 4 at IHGF Delhi Fair-Autumn 2015, comes alive with vibrant presentations twice every day. Several sequences show off the strength and potential of Indian fashion jewellery and fashion accessories manufacturers. New designs, colour combinations, play of textures, embroidery, shade on shade, ombre effects, etc. all are on display donned by models, sashaying down the ramp.

Friends International and Sini Jewels collaborated to present beaded jewellery and colorful scarves. A wide range of headbands, necklaces, bracelets and earrings were displayed. Hand embroidered jewellery and Indian ethnic wear like silk shawls accentuated the grace of the show. Another second sequence showed collections from Beads Kingdom. They displayed metal forged bangles and assembled beads’ necklaces. Their spring collection displayed multicolored stones that added to the metal designs.

Another sequence had collections from a Jaipur based company called MB Exports. Their beach theme of bags and artisanal footwear used a technique that displays underwater patterns in a predominant mint green bordered by fine leather. All bags like golf bags, casual bags, travel bags, hand bags and sling bags displayed soothing colours, in sync with their theme. Divya Kedia, designer of the company shared that the increase in number of stalls has also increased the competition, offering more options to buyers. She was elated with the fact that buyers have appreciated their designs and they have already signed three contracts. Additionally, this ramp show thereby gives them a good opportunity to connect to their target audience. Other participants at the ramp presentations were Vishal Handicrafts, New Delhi; Veva Fashion, Jaipur; Kohli International, New Delhi; Azero Export Pvt. Ltd, Moradabad; Allia Impex, Moradabad; and Hitaichi KK Manufacturing Pvt. Ltd, Kolkata; and Ahuja, Delhi.

**IHGF DELHI FAIR 2015 - FACT FILE / FACILITIES**

**Opening Hours**
9.00 AM - 6.00 PM

**Visitor Admission**
Overseas Trade Visitors and Domestic Volume Buyers

** Visitor Registration**
Central Function Building

**Helplines**
Hotel: +91 9871121212
Transport: +91 9818725553
General: +91 9818725553

**Fair Facilities at CFB**
(Central Function Building)
- Foreign Exchange Counter
- Free Internet
- Travel Desk
- Business Centre
- Taxi Services
- Medical Aid
- Information Desk
- Left Luggage
- Wi-Fi Hot Spot

**Buyers Lounge**
Sensation Lounge - Adjacent to Hall-12
Goldem King Lounge - Adjacent to Hall-15

**Retail Hub**
Ground Floor, CFB

**Seminars**
Board Room, Ground Floor, CFB

**Restaurants**
Fine Dine: 1st Floor, CFB
Food Court: Third Floor of Mart
Food Yard: Between Hall 9 & 15
Cafe Seasons Restaurant: Between Hall 9 & 15

**Organiser’s Office**
Outside Hall-7

**Free Shuttles**
EPCH will operate free shuttle service from the Listed Hotels, visit our website for list of Hotels, please contact the Lobby Manager at the Hotel or call Transport Helpline

**Rent A Car Service**
You may hire taxi from 24 Hr. Metered Radio Taxi Service Call : 011-41414141
Buyers Comment

Products more innovative than ever

“\text{We are interested in lifestyle and home décor products available globally, ranging from kitchenware and décor to textiles, and seasonally available products. This is our 5th visit to IHGF and we find the products here extremely beautiful and more innovative than ever, especially the hand-made and crafted articles. Our market is the mid-West and Central US regions. We hope to see more contemporary hand-crafted blend products in the future.}”

\text{Michaela Davies, UK}

Interested in metal and tin

“\text{This is my 3rd visit to IHGF and I am quite happy with the arrangements. I am interested in metal and tin products. I have already chosen quite a few products and placed many orders. I liked the design and quality of production display here. Mainly, I source from China and India. But I feel products from India are better because the quality of metal found here is much better.}”

\text{Irvin Hooper, USA}

Keen on cotton products

“\text{We run a textile firm in with the name Dohara that means ‘many layers’. The name defines the multiple uses of products in our firm that is divided into two segments. First is commercial while the second segment is a NGO that provides work and education to needy. Commercial section deals with luxury items like blankets and toys. They are all cotton products. Money earned in this section is further sent to the NGO block. This is how we manage to earn as well as provide some charity. We are here for the first time and find it good in terms of products, networking and learning.}”

\text{Paula Mct Lean and Susan Mct Gowan, UK}

Textile products & gifts for men

“I am looking for textile products and gift items for men. I am a wholesaler based in UK and have a sourcing office in Delhi. I outsource the purchasing to my Delhi office, and import the products in UK to sell to the wholesale dealers there, especially to the ever growing number of dealers interested in metal, decorative items from Moradabad. I am extremely happy with the varied range of products in the fair, and find it way busier than the last few times.”

\text{Michaela Davies, UK}

Looking for Pashmina and silk shawls & stoles

“I have been living in Bombay for eight years now and have business units working there and in Brazil. This is my 2nd visit to IHGF. I am here for Pashmina shawls and silk scarves. I am also game for any product that catches my eye and is different from the usual. I was intimated about the fair by a friend. This is generally an unlikely event and most buyers do not divulge about this platform to cut competition.”

\text{Claudio Mo reira, Brazil/Bombay}

IHGF much bigger this time

“This is the 3rd time we are visiting IHGF and I am quite happy with the arrangements. The products are new and interesting. We are looking for bath linen, mats and towels and are also interested in décor products but the negotiations with exhibitors have not been as smooth. We need small quantities considering Sri Lanka is still a growing market. Only two or three exhibitors have been flexible to our demands, others are catering volumes to bigger buyers from Europe. Few have said they will get back and see if they can consolidate any running orders with ours.”

\text{Thakshila and Buddhi, Sri Lanka}

Here for garden décor products and figurines

“This is my first visit to IHGF. I am quite excited to discover new products here. I own a shop in Brazil-La M arca which is probably the first and the biggest shop selling Indian products. I am here for garden décor products and products with religious iconography. I source my religious figurines from India and Nepal. For furniture and carpets, I prefer Pakistan, Turkey and Indonesia. I like the quality of products on display here and am quite amazed at how big the fair is. I am not limiting myself to a particular product section and am buying whatever catches my fancy.”

\text{Valdimico Diogo, Brazil}

Here for garden products

“We have visited IHGF at a stretch for 16 years and now we are here after 6 years. We are importers of Indian products pertaining to the desert leisure company-Dubai Garden Centre. Our import figures for this year have amounted to at least 10 containers from India. We are thoroughly impressed with the vast improvements in infrastructure and the variety of products. Of course, we visited because we had heard so much of IHGF’s recent attributes.”

\text{Danny Powell and Lito D imaculangan, Dubai}

Advertisement Charges: Back Page - INR 100,000; Full Page - INR 75,000; Half Page - INR 40,000; Quarter Page - INR 25,000
More variety to choose from

“I am an importer and have visited the IHGF about 15 times now. I am interested in the handicrafts and furnishing and home décor items to be sourced for my traders across Japan. I love the beauty of Indian handicrafts and locally made products. I observe that this edition is an improvement over last year in terms of product variety.”

Akbar, Australia

Source for US and UK markets

“Owner of Mihira Inc., I am based in Delhi, and have been a regular IHGF visitor since 20 years now. I note a remarkable improvement and growth of the fair in terms of organization and scale. As a wholesaler to clients in USA and UK, I buy textile products such as cushion covers, table covers, curtains, bed sheets and other interior products. I get inputs and sample designs from my overseas clients and communicate the same to manufacturers. While business is slow in UK currently, it is going strong in USA. I feel that given the quality of products, prices are competitive enough and Indian goods have made a space for themselves in the US and UK.”

Anita Verma, Buying agent

Thankful for hospitality

“This is my 2nd visit to IHGF and I deal in furniture as well as textile products such as bed sheets, curtains, cushion covers. I imports only from India and China. These products have high in demand in France and are doing well. Although Chinese prices are more affordable, I am satisfied with the products at IHGF and am willing to pay more for quality and creativity. I suggest that the Indian market can improve in terms of packaging, shipping, delivery and logistics. I am thankful to EPCH for the great hospitality that is extended to us.”

Julian Roche, France

Source women’s fashion

“I manage my fashion business in Kazakhstan and Bulgaria while I live in Ireland. I source shawls, jewellery and tunics for a -Lauren’s Collection. Having been a regular visitor to the IHGF fair, I can point out changes and improvements in the fair. I clearly see the fair growing and improving. My buyer is really happy with the quality of Indian products. I like the social media presence of IHGF and the much quicker registration processes.”

Vitalina Mc Shane & associate, Ireland

Primarily here for quality

“I am a wholesaler from Itoga Co. Ltd which is based in Shimane, Japan. This is my first visit to India, so I was unsure what to expect from India and IHGF but am pleasantly surprised. Primarily my search is for quality mats, rugs, cushions and carpets. I like the variety that the exhibitors offer. These products have a fairly steady demand in my market. I congratulate the organizers for putting up a brilliant show.”

Masaki Itoga, Japan

Domestic Buyers keen to source from exporters

Prime Interest: Wood Products

I am quite a regular at this fair, this being my 5th time. I am looking for wood products, decorative items and wall art. I have a shop in Karol Bagh where I sell to overseas buyers mostly. I also have a manufacturing unit and am able to sell my products without having to export, considering Karol Bagh has around 1000 hotels which are always teeming with buyers from Europe and Russia. I feels that domestic buyers at the fair are few because they do not buy in bulk like overseas buyers. I also source from Saharanpur, Moradabad and Jodhpur and do not need to source products from out of the country as our artisans are more gifted than anywhere else.

Maninder Chawla, Showroom owner

Prime Interest: Lifestyle Products

“This is the first time that we have come to source from this fair. We own a showroom of furniture and lifestyle products in Bangalore, and generally purchase products from Delhi, Chennai and Mumbai, and have been to the leather fair of Hong Kong and Bologna several times for sourcing. We absolutely love the way the IHGF has been organized and the manner of the exhibitions.”

Jayanti & Zeshan Bhattacharya, Showroom owners
Overseas Media Perspectives

Our countries would benefit immensely from a skill exchange programme

I have always been awed by the country’s cultural and political history and I feel that products on display at IHGF embody all of it in a beautiful segmented display. One doesn’t need to travel in order to ‘see’ the country as handicrafts here bring the entire country to one place. I appreciate the artisans practicing their family crafts and like the sections dedicated to them. I congratulate EPCH on promoting their involvement towards a thriving economy. Indian products have good quality but are not freely available in Africa, probably because these products travel to Africa via Europe which really increases their cost. There is appreciation for Indian products back home but they are very expensive. This market base can be improved by having better trading ties within the two countries considering the young population there has similar tastes and by making Indian products directly available there. I see similarities of our artisan cultures and our countries would benefit from a skill exchange programme.

Indian fabrics, stone jewellery and furniture are popular in Egypt

Indian people are always ready to learn and improve. This is the spirit I see here. Products with good quality and competitive prices make this fair a success. In Egypt there is a huge demand for Indian silk, wool and Kashmiri shawls. Since cotton is freely available there, other fabrics are more preferred. Egyptians really like stone ornaments, the kind that is displayed at IHGF but in our market they are much more expensive so common people can only afford to buy certain kinds of Indian clothes. The Indian colour scheme and motifs of elephants are really popular with the young generation. Elite people like to decorate their gardens and villas with sophisticated handicraft from India. However the quality of furniture in Egypt is not very competent as compared to the variety and quality of Indian wood. Design of products available in India can do much better with more innovation. EPCH should look towards Central Asia for newer Indian wood. Design of products available in India can do much better with more innovation. EPCH should look towards Central Asia for newer

The creativity of artisans and exhibitors is the highlight of this show

This is my first visit to India and IHGF. I love the warmth and hospitality here. I have worked on coverage of various fairs but I am very impressed by the scale of this fair. The creativity of handicraft artisans and exhibitors is the highlight of this show. Indian clothes are popular in Cambodia due to Indian retailers there. The Indian textile market in Cambodia is hugely encouraging due to their competitive pricing, designs and quality. I strongly feel that promotion and marketing could and must be stronger. Indian home products such as lamps and other house décor products have potential in Cambodia.

Indian jewellery, if made to Senegalese taste, can be successful in our market

I work for Le Soleil (which means 'The Sun'), a national daily print media in Senegal. I find the fair very well organized and the people and their hospitality, nice, polite, warm and respectful. I am impressed by the creativity and particularly the diversity of crafts on display. This industry has a huge potential which must be realized. This is slightly lacking due to lack of promotion in my home market which is dominated by Chinese products. However, Indian shoes, bags, scarves, stoles and decorative items do well in Senegal. Senegal and India have a similar culture in that, both have a penchant for grand and elaborate weddings. As such, Indian jewellery, if made according to Senegalese taste, can be successful in our market.

Seminars 17th October, 2015

Venue: Board Room, Ground Floor, CFB
(Registration outside VIP lounge)

Time : 04.00 PM
The Retail Evolution - Opportunity for Handicrafts Sector
Vikram Chitnis, Shoppers Stop

Time : 03.00 PM
Opportunities and Export Strategies for Handicraft Products in Commonwealth of Independent States (CIS) Market
Dr. Tamanna Chaturvedi, Assistant Professor, IIFT, New Delhi

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Music & Cultural Shows

Rustic Rajasthani, Manipuri, Punjabi, kachigjori and kalbelia dance troupe performances continue to enthrall visitors at IHGF Delhi Fair. Instrumental music on Nagaras by drummers of Rajasthan and Haryana, flute and been recitations as well as Saxophone and piano performances help one unwind in between hall hopping. Trade visitors and overseas journalists have welcomed this initiative and feel this not only highlights Indian culture, its bright and energetic colours & costumes as well as its very happy people but also sets this as a unique attribute one doesn't find in any other trade appointment. Many are taking selfies with these artistes too!

E-hub

Exploring e-commerce

Eminent e-commerce organizations like eBay India, Flipkart and Shopclues who have set up stalls at the e-hub area, located on 2nd Floor, Central Function Building, are offering expert guidance on how manufacturers can harness the web to grow their business. Representatives in their stalls welcome discussions and queries from participating exhibitors at the fair.

Flipkart representatives are extremely hopeful of drawing mileage out of this participation at IHGF. Their previous participation during IHGF Delhi Fair-Autumn 2014 connected them to more than 250 sellers and they are hopeful of an increase in the tally. They are happy with this marketing platform that allows one-to-one interactions with potential sellers. They share that Flipkart has become more seller friendly now by replacing the earlier lengthy registration process with a 2-step process with just an e-mail confirmation and online uploading of documents.

eBay India team at IHGF like this medium of participating in a trade show that brings together several suppliers. For them, this is an emerging platform for meeting new exporters and seeing new and upcoming brands, thus, guiding sellers and buyers to efficient and engaging deals. Being a facilitator of e-commerce, they view retail export as the new emergent concept that has been largely adopted by both eBay and Amazon. Being introduced across 39 different countries, he views e-commerce as the new attraction that would be profitable at both ends.

Shopclues representatives are hopeful of transactions through IHGF. They share that they wish to facilitate people who are not having the capability to transact or get hold of efficient and quick e-Commerce services. Shopclues have already spread their services across 28,000 different pin codes stationed across the whole country. Since they are tied up with India Post for their various services, they are expecting a good response from upcoming entrepreneurs as well. As the emphasis is more on e-retail now, their organization plans to make the platform more tech-savvy, and in the process, introduce new and unconventional services.
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